

Lesson from obligatory Biomed course in communication skills for scientists

**You are always at a cross-road**

**You have to know from where you came, where to go and where not to go**

**You have to inform the public about this all the time**

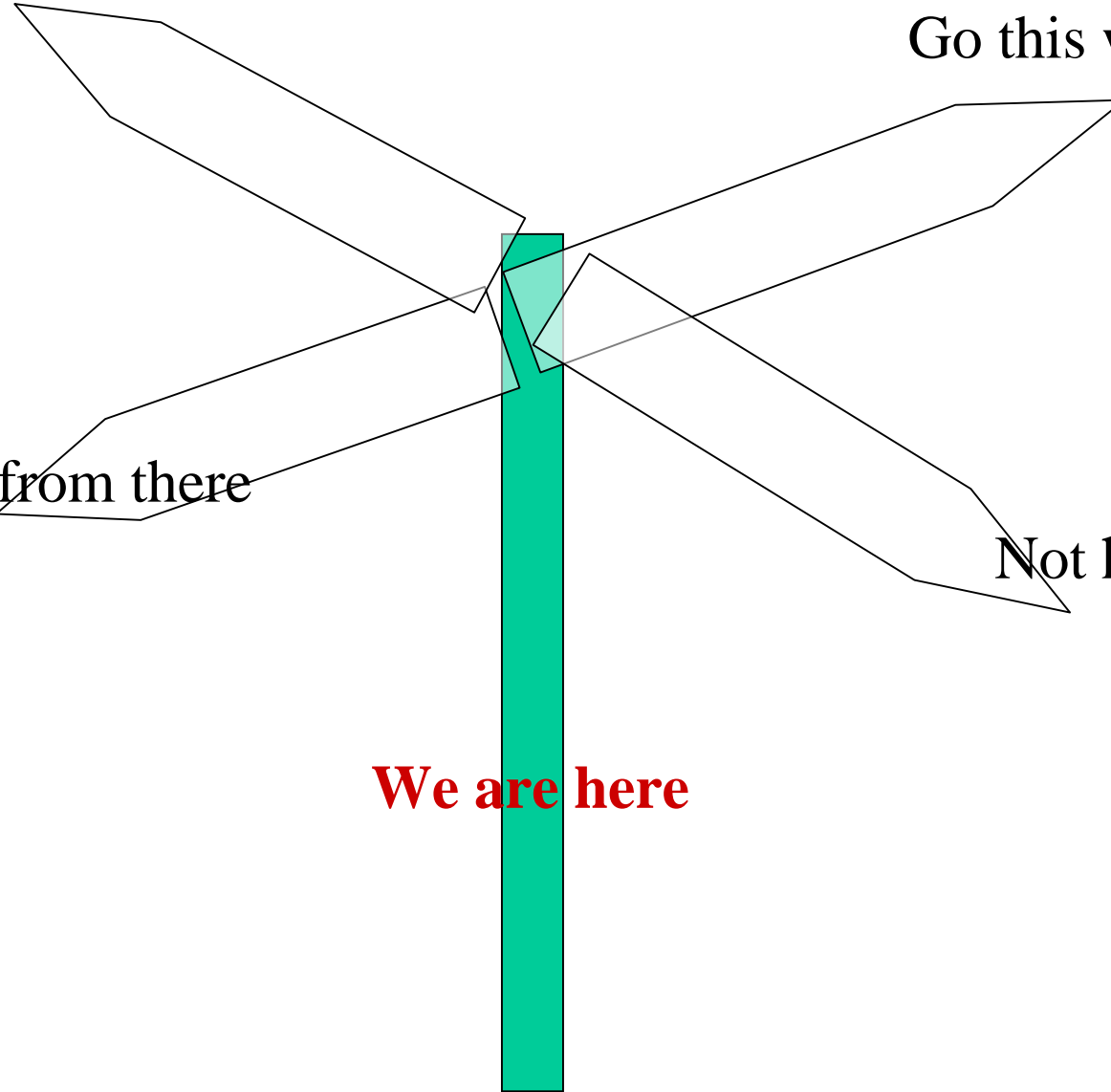
Not here

Go this way

Came from there

Not here

**We are here**



Not here

Do not disrespect human dignity

Avoid misuse of sensitive data

Go this way

**Use of genomic information:**

- **Predict, prevent, cure**
- **Personalized medicine**
- **Respect individual autonomy**
- **Inform, educate, empower**

Came from there

**Traditional public health**

Not here

Technology driven

Consumer driven

**We are here**